

2017 MAY -3 P 1:01

BY: *A. Hubbard*

Wilton Economic Development Commission
Wednesday 04/26/2017, 7:15PM
Comstock Room 31

Attendees: Dan Berg, Peter Hubbard, Jim Jarvie, Vivian Lee-Shiue, Tracy Serpa, Brad Unger (arrived late), John Wilson, Jennie Wong (arrived late)

Absent with notice: Gil Bray, John Kelly, Phil Lauria

Other: Lynne Vanderslice, Lori Bufano

Special Guests: Sarah Gioffre

1. Call to order – meeting called to order at 7:18PM. As we did not have quorum, we shifted the agenda items around until quorum was met.
2. Administrative Review:
 - The commission reviewed general guidelines around speaking with the press on behalf of the EDC. While commissioners are welcome to provide their individual opinions to the press as residents of Wilton, they are asked to specifically state that the opinions stated are their own and not necessarily that of the EDC.

With the arrival of Jennie Wong and Peter Hubbard during item #2, above, the commission had quorum.

A motion was made by Vivian Lee-Shiue to add Sarah Gioffre to the agenda (as the first item) to discuss the Summer Concert Series. Dan Berg seconded the motion, and the motion was passed 7:0.

3. Special Guest – Sarah Gioffre
 - Sarah came to EDC to solicit help with Summer Concert Series. There will be four concerts this summer on Sunday evenings:
 - Two at Schenks 7/16 and 7/23
 - Two at Merwin Meadows 7/30 and 8/6
 - Looking to EDC to provide some additional support and collaboration:
 - As the EDC has very limited budget, we have offered to provide PR support and “elbow grease.”
 - Steve Pierce is leading the event – Sarah will speak with Steve to let him know that the EDC is willing to help out where needed. She will ask Steve reach out to Vivian when ready.
 - Tracy Serpa will reach out to restaurants to do grab-and-go dinners and possible food truck.
4. Approval of the meeting minutes –
 - 4/5 regular meeting - a motion was made by Vivian Lee-Shiue to approve the 4/5 commission meeting minutes with the following amendments. The motion was seconded by John Wilson and was approved 6:0 with one abstention (Tracy Serpa)

- Wholesale replacement of the term "Flipbook" with "marketing brochure" since we have not yet selected the platform
- Last bullet – change to: "Vivian commented about the funding challenges Trakside is facing, and reminded the commission of the fact that the analytic study found Trakside to be a great asset for school-aged kids."
- Special Meeting minutes – strategy meeting (attendees – Jim Jarvie, Phil Lauria, Brad Unger, Jennie Wong) – the vote was deferred until the arrival of Brad Unger to ensure quorum of the special meeting attendees. Motion was made by Jennie Wong to approve minutes, seconded by Jim Jarvie, and the motion was passed by 2:0 with one abstention (Brad Unger).
- Special meeting minutes – marketing meeting (attendees – Jim Jarvie, Jennie Wong) – a motion was made by Jennie Wong to approve the special marketing meeting minutes. Jim Jarvie seconded and the motion was passed 2:0.

Brad Unger arrived at 7:55PM.

5. Old Business

- Signage – no significant update - first meeting was held at end of March. Followup meeting to occur at end of May. First deliverable will be to review temporary signage and come up with a proposal to the BOS. This may require a public hearing when and if approved by the BOS.
- Marketing update / Brochure - Jim Jarve showed the storyboard of the Marketing Brochure.
 - Decision was made to start with only an online version, and if found necessary, we will determine whether a printed version will be required.
 - Need to ensure that we have the rights to use all of the photos listed on the brochure.
- Marketing update / Video – video is undergoing final edits. As the volunteer (Sandy Stein) who worked on the video was unavailable for this meeting, a special meeting will be held on Thursday, 5/4 to review the penultimate copy, with the objective of having the final released at the next EDC meeting.

Lynne Vanderslice arrived while we were discussing the brochure above. She wanted to speak to the commission about changes requested of our website. John Wilson moved to add her to agenda; Peter Hubbard seconded, and the motion was carried 8:0.

- Website request – Lynne verbally reviewed the requested updates to the website. She will email the list to Vivian and Brad.
- She suggested that we look at Newtown, CT and Londonderry, NH EDC websites.
- Would like the EDC to be the primary marketing source for the town.

6. New Business:

- Budget review – Jennie Wong presented the budget and the commission reviewed the budget spent, the amount currently incurred and what remains.
 - Lynne explained that the budget items to be spent by FYE must be encumbered. Also explained that with regards to vendor engagement, expenses >\$5K require 3 bids, >\$25K require RFP/RFQ. Under <\$5K, competitive bids not required.
 - Of the remaining budget, it was agreed that the amounts would be distributed to:

- Overhead expenses – website hosting etc.
- Completion of the residential video
- Completion of the marketing brochure
- Website updates requested by Lynne Vanderslice
- Significant progress (if not completion) of the commercial video
- Distribution of the three marketing pieces above
- If any of the above expenses come up lower than anticipated, we will reserve the remaining budget to creating a banner for the EDC for town events, etc. This cost is generally very nominal but is lowest priority of the pieces listed above.

7. Other:

- Brad Unger and Peter Hubbard reviewed a preliminary assessment review to help determine areas in which we may want to prioritize our efforts for the coming fiscal year.
- Open items:
 - Wilton Go Green - Tracy Serpa is EDC liaison for Go Green. The commission has declined manning a table at the next WGG festival because we did not have enough time to get coordinated.
 - Dan Berg will be providing a guided park walk of Schencks at the WGG festival.

8. Adjournment – with no further business, Vivian Lee-Shiue made the motion to adjourn the meeting. Dan Berg seconded and the motion was carried 8:0. Meeting was adjourned at 8:50PM.

